

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-11. (Canceled)

12. (Previously presented) An apparatus for merchandising beverages comprising a collar forming at least a portion of an annulus, having an information display surface with an upper end and a lower end, a lower lip connected to the lower end of the information display surface, an upper lip connected to the upper end of the information display surface, with a slot formed between at least a portion of the information display surface, at least a portion of the lower lip, and at least a portion of the upper lip wherein the collar includes at least one spacer, whereby the collar may be adapted to fit necks of beverage decanters having differing diameters by trimming the at least one spacer.

13-16. (Canceled)

17. (Previously presented) An apparatus for merchandising beverages comprising a collar forming at least a portion of an annulus and including at least one information display surface bearing information, whereby the collar may be fitted around the neck of a beverage decanter and the information may be provided to persons in the vicinity of the beverage decanter, wherein the collar has an upper surface that includes at least one recessed area, whereby the collar is adapted to closely fit a tapered neck of a beverage decanter.

18. (Previously presented) An apparatus for merchandising beverages comprising a collar forming at least a portion of an annulus and including at least one information display surface bearing information, whereby the collar may be fitted around the neck of a beverage decanter and the information may be provided to persons in the vicinity of the beverage decanter, wherein the collar includes at least one spacer, whereby the spacer may be adapted to fit necks of beverage decanters having differing diameters by trimming the at least one spacer.

19. (Canceled)

20. (Previously presented) An apparatus for merchandising beverages comprising a collar forming at least a portion of an annulus, whereby the collar may be fitted around the neck of a beverage decanter, the collar having an upper end connected to an upper lip and a lower end connected to a lower lip, whereby the collar is adapted to receive a graphic insert, and further comprising at least one alphanumeric display mounted to the collar, whereby information that changes with time may be displayed on the alphanumeric display, and further comprising at least one clock circuitry mounted to the collar and operatively connected to the alphanumeric display, whereby time information may be displayed on the alphanumeric display.

21. (Previously Presented) An apparatus for merchandising beverages comprising a collar forming at least a portion of an annulus adapted to fit on a neck of a beverage decanter, the collar having an information display surface, an inner surface facing opposite the information display surface, an upper end and a lower end, wherein the collar includes at least one spacer extending inwardly from the inner surface.

22. (Previously Presented) The apparatus of Claim 21 wherein the collar includes at least two spacers extending inwardly from the inner surface.

23. (Previously Presented) The apparatus of Claim 21 wherein the at least one spacer is spaced upwardly from the lower end of the collar.

24. (Previously Presented) A beverage decanter comprising a decanter with a neck and the apparatus of Claim 21 disposed around the neck.

25. (Previously Presented) The beverage decanter of Claim 24 wherein the decanter is a coffee pot.

26. (New) The beverage decanter of Claim 24, wherein the collar forms a portion of an annulus with a gap.

27. (New) A method of merchandising a beverage comprising mounting the apparatus of claim 21 on the neck of a beverage decanter.